

CLAIMS

What is claimed is:

- 1 1. A computer-implemented method for conducting business over a network  
2 utilizing a graphical user interface, comprising the steps of:  
3 (a) receiving a request indicating a primary product or service utilizing a  
4 network;  
5 (b) displaying the primary product or service on a graphical user interface  
6 utilizing the network in response the request;  
7 (c) displaying at least one secondary product or service associated with the  
8 primary product or service utilizing the network in response the request; and  
9 (d) allowing a user to select the at least one secondary product or service  
10 utilizing the network.
- 1 2. The method as recited in claim 1, and further comprising the step of linking  
2 to a shopping cart interface in response to the selection of a shopping cart  
3 icon on the graphical user interface, wherein the shopping cart interface lists  
4 the primary product or service and any secondary product or service selected  
5 by the user for reviewing the primary and secondary products or services  
6 prior to purchase.
- 1 3. The method as recited in claim 1, and further comprising the step of linking  
2 to a check out interface in response to the selection of a check out icon on the  
3 graphical user interface, wherein the check out interface lists the primary  
4 product or service and any secondary product or service selected by the user  
5 for purchasing purposes.

1 4. The method as recited in claim 1, and further comprising the step of adding  
2 the primary product or service and any secondary product or service selected  
3 by the user in response to the selection of an add icon.

1 5. The method as recited in claim 1, wherein the user to is permitted select the  
2 at least one secondary product or service by selecting a check box.

1 6. The method as recited in claim 5, wherein the user is permitted to deselect  
2 the at least one secondary product or service by selecting the check box  
3 again.

1 7. The method as recited in claim 1, further comprising the step of linking to an  
2 additional graphical user interface featuring the secondary products or  
3 services upon the selection of an icon indicative of the secondary products or  
4 services.

1 8. The method as recited in claim 1, further comprising the step of displaying a  
2 plurality of additional primary products or services related to the primary  
3 products or services on the graphical user interface.

1 9. The method as recited in claim 8, further comprising the step of linking to an  
2 additional graphical user interface featuring the additional primary products  
3 or services upon the selection of an icon indicative of the additional primary  
4 products or services.

1 10. The method as recited in claim 1, wherein the secondary products or services  
2 are intended to be used with the primary products or services.

1 11. A computer program product for conducting business over a network  
2 utilizing a graphical user interface, comprising:

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- 3 (a) computer code for receiving a request indicating a primary product or  
4 service utilizing a network;
- 5 (b) computer code for displaying the primary product or service on a graphical  
6 user interface utilizing the network in response the request;
- 7 (c) computer code for displaying at least one secondary product or service  
8 associated with the primary product or service utilizing the network in  
9 response the request; and
- 10 (d) computer code for allowing a user to select the at least one secondary product  
11 or service utilizing the network.

1 12. The computer program product as recited in claim 11, and further comprising  
2 computer code for linking to a shopping cart interface in response to the  
3 selection of a shopping cart icon on the graphical user interface, wherein the  
4 shopping cart interface lists the primary product or service and any secondary  
5 product or service selected by the user for reviewing the primary and  
6 secondary products or services prior to purchase.

1 13. The computer program product as recited in claim 11, and further comprising  
2 computer code for linking to a check out interface in response to the selection  
3 of a check out icon on the graphical user interface, wherein the check out  
4 interface lists the primary product or service and any secondary product or  
5 service selected by the user for purchasing purposes.

1 14. The computer program product as recited in claim 11, and further comprising  
2 computer code for adding the primary product or service and any secondary  
3 product or service selected by the user in response to the selection of an add  
4 icon.

1 15. The computer program product as recited in claim 11, wherein the user to is  
2 permitted select the at least one secondary product or service by selecting a  
3 check box.

- 1 16. The computer program product as recited in claim 15, wherein the user is  
2 permitted to deselect the at least one secondary product or service by  
3 selecting the check box again.
- 1 17. The computer program product as recited in claim 11, further comprising  
2 computer code for linking to an additional graphical user interface featuring  
3 the secondary products or services upon the selection of an icon indicative of  
4 the secondary products or services.
- 1 18. The computer program product as recited in claim 11, further comprising  
2 computer code for displaying a plurality of additional primary products or  
3 services related to the primary products or services on the graphical user  
4 interface.
- 1 19. The computer program product as recited in claim 18, further comprising  
2 computer code for linking to an additional graphical user interface featuring  
3 the additional primary products or services upon the selection of an icon  
4 indicative of the additional primary products or services.
- 1 20. A system for conducting business over a network utilizing a graphical user  
2 interface, comprising:  
3 (a) logic for receiving a request indicating a primary product or service utilizing  
4 a network;  
5 (b) logic for displaying the primary product or service on a graphical user  
6 interface utilizing the network in response the request;  
7 (c) logic for displaying at least one secondary product or service associated with  
8 the primary product or service utilizing the network in response the request;  
9 and  
10 (d) logic for allowing a user to select the at least one secondary product or  
11 service utilizing the network.

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